



Request for Proposals 1,000 Days Initiative

Posted Date:	December 29, 2020
Anticipated Period of Performance:	January 11 through February 28, 2021
Title:	Advocacy and Messaging Training
Proposals Due:	January 6, 2021

I. INTRODUCTION & BACKGROUND

The first 1,000 days are a time of tremendous potential and enormous vulnerability. How well or how poorly mothers and children are nourished and cared for during this time has a profound impact on a child's ability to grow, learn and thrive.

An Initiative of FHI Solutions, we are the leading non-profit organization working in the U.S. and around the world to ensure women and children have the healthiest first 1,000 days. Our mission is to make the well-being of women and children in the first 1,000 days a policy and funding priority.

We are passionate about turning evidence into action and we use our deep understanding of the science and the issues to help shape policies that improve the lives of moms and babies in the U.S. and throughout the world. In Washington D.C. and in global capitals the world over, we make the case to policymakers, leaders and those who influence them that brighter futures begin with ensuring mothers and children everywhere have a thriving first 1,000 days. We create a sense of urgency for policymakers to act during a child's first 1,000 days because we know that failure to do so can have lasting, irreversible consequences for children, their families and society.

II. SCOPE OF WORK AND TASK DESCRIPTION

As we enter 2021 with an impending new Congress and new administration, our global health and nutrition advocacy coalitions are mobilizing to increase investments in nutrition services in the United States and around the world. Together with our advocacy partners, we are focused on influencing U.S. policymakers / appropriators to fully invest especially in proven, lifesaving, nutrition interventions in priority countries, including but not limited to the Power 4: supplying all pregnant women with prenatal vitamins; supporting breastfeeding mothers; continuing large-scale Vitamin A supplementation; and expanding coverage of specialized foods for treatment. (For more background, visit our [Resource Hub](#).)

1,000 Days is seeking a firm or contractor to lead a half-day workshop with up to 20 individuals (fellow nutrition advocates) to build a common narrative around the crisis of malnutrition and how the United States can make the necessary investments to save lives.

The individuals who will participate in training are already seasoned, successful advocates. The goal is not to 'teach' them how to work with policymakers but rather build a common narrative and present the latest evidence on what resonates with policymakers right now, so no matter which group is talking to which policymaker, he or she will leave with the impression the nutrition advocacy community is united around common goals and priorities.

TASK DESCRIPTION

For this effort, 1,000 Days will:

- Identify the individuals to be trained / engaged and send the invitations to participants, working with the funder to ensure 100% participation from our target group.
- Provide the vendor with background materials + an orientation to the issues.
- Make subject matter experts available as needed.
- Partner with the consultant to shape the agenda for the day.
- Invite and manage additional speakers, possibly including the author who created the [policy framework](#), which provides the basis of why organizations must work together to influence policy change, as well as FHI Solutions technical experts, representatives from the Eleanor Crook Foundation (the donor funding the effort) and a [representative from HIVE](#), the consulting firm that has conducted recent research on language that best resonates with U.S. voters.
- Fully participate in the project leading up to and during the training.

Specifically, the contractor will:

1. Schedule the training and manage the effort from start to finish.
2. Develop and refine goals and objectives of the training for approval by 1,000 Days.
3. Lead the training from start to finish.
4. Provide background and context for the state of affairs in Congress today, as well as other learnings specific to our issues.
5. Ensure the training is inclusive and engaging for all participants.
6. Deploy a survey in advance of the training to better understand intentions, pain points or other important notes from the audience to be trained (in concert with 1,000 Days staff).
7. Distribute the final presentation to the trainees and 1,000 Days following the meeting.

III. Anticipated Deliverables, Tasks and Timeline

Deliverables, Tasks and Anticipated Timeline	Due Date
Kick off meeting with 1,000 Days team to confirm goals and objectives	By January 13
Develop agenda, read-ahead materials (and / or questionnaire)	By January 15
Distribute invitation to attendees	By January 18
Conduct training	By February 5 (TBD schedules)
Complete follow-up and distribute materials to participants	+ 1 week upon conclusion of meeting

PROPOSAL INSTRUCTIONS AND DEADLINES

Responses to this RFP should be submitted by email to the attention of Lina Constien, Project Manager, LConstien@fhi360.org and cc: Emma Feutl Kent, Efkent@fhi360.org no later than **January 6, 2021 at 5 p.m. ET**. Proposals received after this date and time may not be accepted for consideration. FHI Solutions will acknowledge receipt of your proposal by email. Proposals must be submitted in electronic format.

Any questions or requests for clarification need to be submitted in writing to the same email addresses noted above by **January 4, 2021 at 5 p.m. ET**. Answers will be shared with all organizations that have expressed interest. No telephone inquiries will be answered.

All email correspondence should reference "Advocacy and Messaging Training" in the subject line.

SUBMISSION REQUIREMENTS

To be considered, bidders must provide:

- A. Answers to the following questions in one document. Each answer cannot exceed 400 words. Organizations are allowed to send additional links to backup material in the body of the email for the final submission.
1. Describe your organization's experience with global health and /or nutrition messaging, marketing or advocacy training.
 2. Describe your organization's expertise related to U.S. policy and advocacy.
 3. The advocates to be trained have similar, but not exact, goals. In some cases, advocacy organizations have multiple priorities outside of nutrition funding. Share your perspective on how this training can help unite organizations to speak with a consistent voice, even if the individual requests of policymakers may be different.
 4. Why are you the best firm (or individual) for the job?

B. Cost Proposal:

Please provide a budget that reflects costs (including unit cost and number of units) for the activity, and a short budget narrative that describes and justifies the cost assumptions for each category and line item in the budget spreadsheet. To the extent that indirect costs are applicable, they are subject to the following limits:

- 0% for government agencies, other private foundations and for-profit organizations
- up to 10% for U.S. universities and other academic institutions
- up to 15% for non-U.S. academic institutions and all private voluntary and non-government organizations, regardless of location.

If the organization has lower indirect rates, the lower rates should be used.

Offerors will submit with their proposals a proposed budget with sufficient detail to allow evaluation of elements of costs proposed. **All quotes must be in US Dollars.** The cost proposal for this project with a detailed budget should not exceed **USD 5,000**. Cost effectiveness is considered critical. Please find attached the budget format for reference.

- C. At least two references from clients that similar work was performed for, or examples of that work.
- D. Email address where confirmation of submission can be sent.

SCORING CRITERIA

Proposals will be scored by an evaluation committee as follows:

- A. Answers to questions, including experience: 40 points
B. Cost Proposal: 40 points
C. References/examples of work: 20 points

WITHDRAWAL OF PROPOSALS

Proposals may be withdrawn by written notice or email received at any time before award.

FALSE STATEMENTS IN OFFER

Offerors must provide full, accurate and complete information as required by this solicitation and its attachments.

Proposals become property of FHI SOLUTIONS LLC.

DISCLAIMERS AND FHI SOLUTIONS LLC PROTECTION CLAUSES

- FHI Solutions may cancel the solicitation and not make an award
- FHI Solutions may reject any or all responses received
- Issuance of a solicitation does not constitute an award commitment by FHI Solutions
- FHI Solutions reserves the right to disqualify any offer based on offeror failure to follow solicitation instructions
- FHI Solutions will not compensate offers for response to solicitation
- FHI Solutions reserves the right to issue an award based on initial evaluation of offers without further discussion
- FHI Solutions may choose to award only part of the activities in the solicitation, or issue multiple awards based on the solicitation activities
- FHI Solutions may request from short-listed offerors a second or third round of either oral presentation or written response to a more specific and detailed scope of work that is based on a general scope of work in the original RFP
- FHI Solutions has the right to rescind an RFP, or rescind an award prior to the signing of a subcontract due to any unforeseen changes in the direction of FHI Solutions' client, be it funding or programmatic
- FHI Solutions reserves the right to waive minor proposal deficiencies to promote competition
- FHI Solutions may contact offerors to confirm contact person, address and that bid was submitted for this solicitation